GOVERNMENT OF INDIA
HEALTH AND FAMILY WELFARE
LOK SABHA

UNSTARRED QUESTION NO:3925
ANSWERED ON:09.12.2016
Misleading Advertisements of Drugs
Shetti Shri Raju alias Devappa Anna

Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether the Government has taken note of the increase in the number of misleading advertisements concerning drugs;

(b) if so, the details thereof along with the reaction of the Government thereto;

(c) the details of criteria put in place by the Government with regard to sale of medicines/units by the drug sellers; and

(d) the steps taken by the Government to ensure that the drug sellers follow the said criteria and the action taken by the Government against the erring drug sellers?

Answer

ANSWER
THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND
FAMILY WELFARE
(ANUPRIYA PATEL)
(a) & (b): Advertisements concerning drugs are regulated under the provisions of Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954 which is administered by the State Governments. Advertising Standards Council of India (ASCI) has informed the Ministry of Information & Broadcasting that some channels carried out some objectionable advertisements that made unsubstantiated claims and also violated provisions of Drugs & Magic Remedies (Objectionable Advertisements) Act, 1954. Accordingly, an advisory was issued by the Ministry of Information & Broadcasting advising all TV channels not to telecast advertisements which were found to be violating provisions of the Cable Television Networks Rules, 1994; ASCI Code and also Drugs & Magic Remedies (Objectionable Advertisements) Act, 1954.
(c) & (d): The sale and distribution of drugs in the country are regulated under the provisions of the Drugs & Cosmetics Act, 1940 and Rules, 1945 thereunder by the State Licensing Authorities (SLAs) through a system of inspection and licensing. The SLAs are empowered to take action against the manufacturers for violation of any provisions of the conditions of License.
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